



# Application and Guidelines: Priority Development Area Designation

Plan Bay Area is the Bay Area's regional plan. The Plan serves as the region's Sustainable Communities Strategy and the 2040 Regional Transportation Plan. The Plan, adopted in July 2013, is a decades-forward vision of sustainable growth, investment, and preservation for the region.

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# **APPLICATION GUIDELINES FOR PRIORITY DEVELOPMENT AREA DESIGNATION**

## **I. Priority Development Area Overview**

For over a decade, local governments and regional agencies have been working together to encourage the growth of jobs and production of housing in areas supported by amenities and infrastructure. In 2008, the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) created a regional initiative to support these local efforts called FOCUS. In recent years, this initiative has helped to link local community development aspirations with regional land use and transportation planning objectives. Local governments have identified Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs) as critical land-use organizing concepts, which form the implementing framework for Plan Bay Area, the Bay Area's long-range integrated transportation and land use/housing strategy.

On July 18, 2013, the Plan was jointly approved by the Association of Bay Area Governments (ABAG) Executive Board and by the Metropolitan Transportation Commission (MTC). The Plan includes the region's Sustainable Communities Strategy and the 2040 Regional Transportation Plan and represents the next iteration of a planning process that has been in place for decades. More information about Plan Bay Area is available at <http://www.onebayarea.org/regional-initiatives/plan-bay-area/final-plan-bay-area.html>.

PDAs are areas where new development will support the day-to-day needs of residents and workers in a pedestrian-friendly environment served by transit. While PDAs were originally established to address housing needs in infill communities, they have been broadened to advance focused employment growth. Local jurisdictions have defined the character of their PDAs according to existing conditions and future expectations as: regional centers, city centers, suburban centers or transit town centers, among other place types. PCAs are regionally significant open spaces for which there exists broad consensus for long-term protection but nearer-term development pressure. PDAs and PCAs complement one another because promoting development within PDAs takes development pressure off the region's open space and agricultural lands.

From January 1, 2014 through June 30, 2015, applications will be accepted on a rolling basis for Priority Development Area designation. Local governments who meet the application criteria are invited to submit an application for an area within their jurisdiction. Participation in this designation process is voluntary.

The designation of Priority Development Areas informs regional agencies where incentives and assistance are needed to support local efforts in creating complete communities. Regional agencies have developed programs for technical assistance and planning grants for which these areas are eligible to apply. This designation helps connect those jurisdictions with funding opportunities, but many of the funding programs are still highly competitive. Those jurisdictions with Priority Development Area goals closely aligned with program criteria can be more successful than other areas.

## **II. Eligibility for Applicants and Areas**

Any town, city, or county government within the nine county San Francisco Bay Area can apply as the lead applicant for PDA designation. Multiple jurisdictions can submit a joint application for an area. As part of the application, the lead applicant will need to provide a copy of a resolution adopted by the town/city council or board of supervisors showing support for PDA designation. Private and other public entities cannot be lead applicants but can partner with or show support for the lead applicant.

Applicants must demonstrate that an area proposed for designation as a Priority Development Area meets all of the following criteria:

- The area is within an existing community.
- The area is near at least one public transit route that has minimum 20-minute headways.
- The area is planned or is planning for more housing.

### III. Designation Criteria Definitions

The following definitions are intended to clarify the designation criteria.

Area - means the planning area being proposed for designation as a Priority Development Area. Since the program seeks to support area planning, the recommended area size is 100 acres, which is approximately a ¼ mile radius.

- A *planned area* is part of an existing plan that is more specific than a general plan, such as a specific plan or an area plan.
- A *potential area* may be envisioned as a potential planning area that is not currently identified in a plan or may be part of an existing plan that needs changes.

Existing Community – means that the area is within an existing urbanized area, lies within an urban growth boundary or limit line if one is established, and has existing or planned infrastructure to support development that will provide or connect to a range of services and amenities that meet the daily needs of residents making non motorized modes of transportation an option.

Housing – means the area has plans for a significant increase in housing units to a minimum density of the selected place type from the Station Area Planning Manual, including affordable units, which can also be a part of a mixed use development that provides other daily services, maximizes alternative modes of travel, and makes appropriate land use connections.

Near Transit – means (1) the area around an existing rail station or ferry terminal (typically a half-mile around the station), (2) the area served by a bus or bus rapid transit corridor with minimum headways of 20 minutes during peak weekday commute periods, or (3) the area defined as a planned transit station by MTC's Resolution 3434.

### IV. Application Review Process

Applications received will be reviewed on a quarterly basis. The quarters for the year include: January to March, April to June, July to September, and October to December. Applications received within a quarter will be reviewed at the start of a new quarter. For instance, the review process for an application received in February will begin in April.

#### Applying to Become a PDA

For new PDAs, the application review process involves the following steps:

1. Upon receipt, applications will be checked for completeness and eligibility.
2. ABAG staff will recommend designation of eligible areas as a Planned or Potential Priority Development Area based on the planning status for the area's development vision and submission of the supporting local government resolution. To qualify for Planned PDA Status, the plan for the area should:
  - a. Include a map designating the land uses for the plan area
  - b. Identify densities/development intensities for plan land uses
  - c. Include implementing actions/an implementation plan
3. If staff recommends designation as a Planned PDA, the applicant will be asked to complete a PDA Assessment Survey, to provide more detailed information about the priority area.
4. Staff recommendations will be presented to ABAG's Regional Planning Committee (RPC) for approval and then to ABAG's Executive Board for regional adoption.

#### Changing the Status of an Existing PDA

To change the status of a PDA from Potential to Planned, contact the ABAG Staff person for your jurisdiction. He or she will review the adopted plan to ensure that it:

1. Includes a map designating the land uses for the plan area
2. Identifies densities/development intensities for plan land uses
3. Includes implementing actions/an implementation plan

Applicants for a status change will be asked to complete a PDA Assessment Survey. Upon review of the plan and the completed PDA Assessment Survey, ABAG Staff will submit the revision request to the ABAG Planning Director for approval. This revision does not need to be approved by the RPC or Executive Board.

### **Revisions to an Existing PDA**

To revise an existing PDA, contact the ABAG Staff person for your jurisdiction. The applicant will be asked to submit an updated application (map, narrative, jobs and housing numbers, etc.) to provide accurate and up-to-date information about the revised area.

If the revision is to a Potential PDA, then the applicant should submit an updated infrastructure budget. If the revision is to a Planned PDA, then the applicant should submit an updated PDA Assessment Survey. A new resolution is not required.

Requests to revise an existing PDA will be reviewed by the ABAG Staff for your jurisdiction, who will assess whether the revised PDA will:

1. Result in a recognizable “neighborhood,” as identified by the local jurisdiction or planning done to date
2. Remain consistent with the PDA eligibility criteria

After review by ABAG Staff, the revision request will be submitted to the ABAG Planning Director for approval. This change does not need to be approved by the RPC or Executive Board.

## **V. Application Form and Submission Instructions**

The following are the basic steps in accessing and submitting an application:

1. Complete the attached application form and compile the documents requested in the application form for **each** area. A sample local government resolution, Excel files for entering information about infrastructure needs and funding sources, and the Station Area Planning Manual are also available on the One Bay Area website: [www.onebayarea.org](http://www.onebayarea.org).
2. You may submit an electronic version of the application form and associated documents requested in the application for each area to: [ChristyL@abag.ca.gov](mailto:ChristyL@abag.ca.gov).
3. Mail one hard copy of the application and attachments for **each** area to the Association of Bay Area Governments, Attn: Christy Leffall, P.O. Box 2050, Oakland, CA 94604-2050.

## **VI. Contact Information**

For questions regarding the application, please contact Christy Leffall, ABAG Regional Planner, at [ChristyL@abag.ca.gov](mailto:ChristyL@abag.ca.gov) or 510-464-7940.

# BayArea Application for Priority Development Area (PDA) Designation

Enter information in the spaces provided and submit the requested attachments.

Part 1 - APPLICANT INFORMATION & AREA DETAILS		
Attach resolution showing local support for Priority Development Area designation		
a. Lead Applicant -City/County		
Contact Person		
Title		
Department		
Street Address		
City		
Zip Code		
Phone Number		
Fax Number		
Email		
b. Area Name and Location		
c. Area Size (minimum acreage = 100)		
d. Public Transit Serving the Area (existing and planned). From this list, please identify at least one route that has minimum 20-minute headways.		
e. Place Type (Identify based on the Station Area Planning Manual)		
	Current Conditions (Year: )	Future Goal (Horizon Year: )
f. Total Housing Units		
g. Total Jobs		
h. Net Project Density (New Housing)		
i. Minimum/Maximum FARs (New Employment Development)		

Part 2 – ADDITIONAL AREA INFORMATION		
	Yes	No
a. Is the proposed area currently recognized in the General Plan (i.e., called out as TOD, infill etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
b. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, and supporting environmental studies) been developed within the last 15 years that cover the area? Note: If yes, please <u>attach</u> brief list of individual planning efforts and date completed (including web links to electronic versions if available). In the list, identify the primary plan for the area.	<input type="checkbox"/>	<input type="checkbox"/>

### Part 3 – MAPS OF PRIORITY DEVELOPMENT AREA

Attach map(s) showing the proposed boundaries, land use designations and zoning, major transit services, and any other relevant information about the proposed area. In your electronic submission, please include GIS files of the area boundaries, if available. Photos of current conditions in the area are optional.

### Part 4 – NARRATIVE

Attach separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.

- What is the overall vision for this area? How does the vision align with the place type selected (See Place Type Development Guidelines p. 18-19 in Station Area Planning Manual)?
- What has to occur in order to fully realize this vision and place type? What has occurred in the past 5 years?
- Describe relevant planning processes, and how community members were involved in developing the vision and/or plan for the area.
- Describe how this area has the potential to be a leading example of smart growth for the Bay Area.

### Part 5 – POTENTIAL ASSISTANCE NEEDED (check all that apply)

Note: Assistance is not being offered with this application for area designation. This information will aid the development of tools and incentives for designated areas.

TECHNICAL ASSISTANCE	REQUEST FOR PLANNING GRANTS	REQUEST FOR CAPITAL GRANTS
<input type="checkbox"/> Assistance with policies to implement existing plan	<input type="checkbox"/> Funding for new area-wide specific plan or precise plan	<input type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle)
<input type="checkbox"/> Assistance with photo- simulations to depict future conditions	<input type="checkbox"/> Funding to update existing area-wide specific plan or precise plan	<input type="checkbox"/> Funding for housing projects
<input type="checkbox"/> Assistance with local workshops and tours	<input type="checkbox"/> Funding for EIR to implement existing area-wide plan	<input type="checkbox"/> Funding for water/sewer capacity
<input type="checkbox"/> Other:	<input type="checkbox"/> Other:	<input type="checkbox"/> Funding for parks/urban greening
		<input type="checkbox"/> Funding for streetscape improvements
		<input type="checkbox"/> Other:

### Part 6 – INFRASTRUCTURE BUDGET FOR PROPOSED AREA (OPTIONAL)

Provide any information available about infrastructure needs and funding sources required to support development in the PDA

E-mail this completed application form and requested attachments to [Christyl@abag.ca.gov](mailto:Christyl@abag.ca.gov), and mail one hard copy of this application and attachments requested to the Association of Bay Area Governments, Attn: Christy Leffall, P.O. Box 2050, Oakland, CA 94604-2050. Please contact Regional Planner Christy Leffall at [Christyl@abag.ca.gov](mailto:Christyl@abag.ca.gov) or 510-464-7940 with questions about the application.